

**RESOLUTION NO. 24-18
(TOURISM)**

OF

THE GREATER WILDWOODS TOURISM IMPROVEMENT AND DEVELOPMENT AUTHORITY RECOMMENDS TO AWARD THE CONTRACT FOR ADVERTISING AND MEDIA SERVICES FOR THE WILDWOODS TOURISM AUTHORITY TO ALOYSIUS BUTLER & CLARK. THIS IS A THREE (3) YEAR CONTRACT BEGINNING ON JANUARY 1, 2025 AND ENDING ON DECEMBER 31, 2027, WITH TWO ONE-YEAR OPTIONS, A 60-DAY OUT CLAUSE, WITH THE THREE-YEAR TERM TOTALING \$3,625,375.00, BASED ON AVAILABILITY OF FUNDS, OR \$1,150,000.00 FOR YEAR ONE, \$1,207,500.00 FOR YEAR TWO, AND \$1,267,875.00 FOR YEAR THREE.

WHEREAS, the Greater Wildwoods Tourism Improvement and Development Authority ("GWTIDA") recommends to award a contract to Aloysius, Butler & Clark; and

WHEREAS, said contract shall be for advertising and media services for the Wildwoods Tourism Authority; and

WHEREAS, said contract shall be for a three-year period beginning on January 1, 2025 and ending on December 31, 2027; and

WHEREAS, contract shall have two one-year options, a 60-day out clause, and shall be subject to the availability of funds; and

WHEREAS, the three-year term of the contract shall total \$3,625,375.00, or \$1,150,000 for year one, \$1,207,500.00 for year two, and \$1,267,875.00 for year three; and

NOW, THEREFORE, BE IT RESOLVED, that the GWTIDA recommends to award a contract to Aloysius, Butler & Clark for Advertising and Media Services for the Wildwoods Tourism Authority. This is a three-year contract beginning on January 1, 2025 and ending on

December 31, 2025, with two one-year options, a 60-day out clause, based on the availability of funds, with the three-year term totaling \$3,625,375.00, or \$1,150,000 for year one, \$1,207,500.00 for year two, and \$1,267,875.00 for year three.

Motion By: Mr. Morey In Favor: 7 Opposed: 0
Seconded By: Mr. Murray

I hereby certify that The Greater Wildwoods Tourism Improvement and Development Authority adopted the above resolution at a public meeting, duly held, on September 19, 2024.

Dated: September 20, 2024

GREATER WILDWOODS TOURISM
IMPROVEMENT AND DEVELOPMENT
AUTHORITY

ATTEST:

[SEAL]



Fran Feketics, Board Secretary